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FOR IMMEDIATE RELEASE

Adobe and NVIDIA Deliver Rich Web Experiences on Netbooks and Mobile Devices

GPU-Accelerated Netbooks from HP, Lenovo and Samsung Support full Flash Player

LOS ANGELES — Oct. 5, 2009 — At Adobe MAX, Adobe's worldwide developer conference, Adobe Systems Incorporated (Nasdaq:ADBE) and NVIDIA Corporation (Nasdaq:NVDA) today announced that both companies are bringing uncompromised browsing of rich Web content to netbooks, smartphones and smartbooks built with NVIDIA® GPUs. The companies have been working closely together as part of the Open Screen Project to optimize and dramatically improve performance of Flash Player 10.1 by taking advantage of GPU video and graphics acceleration on a wide range of mobile Internet devices. NVIDIA customers embracing Flash Player 10.1 for their new devices include HP, Lenovo, Samsung, Acer, Asus and more. Users are expected to be able to download a beta of Flash Player 10.1 before the end of the year.

The combination of NVIDIA GPUs and Adobe Flash Player 10.1 enables device manufacturers to deliver uncompromised Web browsing of rich applications, interactive content and HD video with substantially decreased power consumption. With the support of the NVIDIA GeForce®, NVIDIA ION™ and Tegra™ products users will be able to enjoy a much smoother viewing experience when accessing rich content built with the Flash Platform including HD and SD video from popular sites like Hulu.com or YouTube. For more information on Flash Player 10.1, please see the separate press release issued today.

"Consumers want the best Internet experience – whether it's a mobile device in their pocket or a netbook at the coffee shop," said Dan Vivoli, senior vice president of NVIDIA. "Our engineers have worked closely with Adobe to make this a reality."

"The most innovative and expressive Web sites use Adobe Flash technology," said David Wadhwani, general manager and vice president, Platform Business Unit at Adobe. "By working together to further leverage the power of graphics processors, Adobe and NVIDIA are able to provide breakthrough Web experiences on a wide range of devices. This new development brings us a step closer to putting the power of a PC in your pocket."

NVIDIA ION-based netbooks and nettops like the HP Mini 311, Lenovo IdeaPad S12, Samsung N510, Acer AspireRevo, and Asus eeeBox EB1012 and others are shipping today and once Flash Player 10.1 is available, they can take advantage of GPU-accelerated video decoding to deliver the kind of smooth Flash technology based video previously found only on higher-end PCs. Tegra processor-based smartphones and smartbooks that start shipping later this year will accelerate vector graphics and video to enable feature-rich, full-screen Internet video and animation.

"HP is pleased to work with NVIDIA and Adobe to give customers a compelling high definition video experience," said Kevin Frost, vice president and general manager, Consumer Notebooks, Personal Systems Group, HP. "The recently introduced HP Mini 311 supports stunning HD video using Flash Player 10.1."

"As the biggest online video Web site in China, Youku.com believes in providing superior user experiences because fast video play-back is essential, said Allen Zhu, vice president of Youku.com. "Now, with the new Adobe Flash Player 10.1, video decoding for the first time is enabled through NVIDIA GPUs, we can greatly enhance the speed of video playback for the great quantity of HD videos hosted on our Web site. This would enable our users to enjoy a smooth and stutter-free HD video playback experience."

"The new version of Flash Player 10.1 will help deliver smooth, full-screen HD and SD video on the Lenovo IdeaCentre Q110 nettop and IdeaPad S12 netbook with NVIDIA ION graphics," said Stephen DiFranco, vice president, North America Channel Partners Organization, Lenovo. "As more and more consumers connect online for their entertainment, GPU acceleration with NVIDIA will enhance this experience, whether it's on the go with a Lenovo netbook or at home with a tiny desktop PC."

About Adobe Flash Platform

The Adobe Flash Platform is the leading Web design and development platform for creating expressive applications, content, and video that run consistently across operating systems and devices and reach over 98 percent of Internet-enabled desktops. Flash Player 10 was installed on more than 93 percent of computers in just the first ten months since its release. According to comScore Media Metrix, approximately 75 percent of online videos viewed worldwide are delivered using Adobe Flash technology, making it the No. 1 format for video on the Web. Major broadcasters and media companies including Disney.com, MLB.com and DIRECTV rely on the Adobe Flash Platform for delivering video on the Web and the platform powers social network sites such as YouTube and MySpace. For more information about the Adobe Flash Platform visit www.adobe.com/flashplatform.

About Open Screen Project

Led by Adobe, the Open Screen Project includes close to 50 industry leaders working together to provide a consistent runtime environment across mobile phones, desktops and other consumer electronic devices. The initiative addresses the challenges of Web browsing and standalone applications on a broad range of devices, and removes the barriers to publishing content and applications seamlessly across screens. For more information visit www.openscreenproject.org.

About Adobe Systems Incorporated

Adobe revolutionizes how the world engages with ideas and information - anytime, anywhere and through any medium. For more information, visit www.adobe.com.

About NVIDIA

NVIDIA (Nasdaq:NVDA) awakened the world to the power of computer graphics when it invented the graphics processing unit (GPU) in 1999. Since then, it has consistently set new standards in visual computing with breathtaking, interactive graphics available on devices ranging from portable media players to notebooks to workstations. NVIDIA's expertise in programmable GPUs has led to breakthroughs in parallel processing which make supercomputing inexpensive and widely accessible. Fortune magazine has ranked NVIDIA No. 1 in innovation in the semiconductor industry for two years in a row. For more information, see www.nvidia.com.

Certain statements in this press release including, but not limited to, statements as to: the benefits, features, impact, performance and capabilities of NVIDIA GeForce GPUs, NVIDIA ION and Tegra products and their effects on Adobe Flash Player 10.1; and NVIDIA customers embracing Flash Player 10.1; are forward-looking statements that are subject to risks and uncertainties that could cause results to be materially different than expectations. Important factors that could cause actual results to differ materially include: development of more efficient or faster technology; design, manufacturing or software defects; the impact of technological development and competition; changes in consumer preferences and demands; customer adoption of different standards or our competitor's products; changes in industry standards and interfaces; unexpected loss of performance of our products or technologies when integrated into systems as well as other factors detailed from time to time in the reports NVIDIA files with the Securities and Exchange Commission including its Form 10-Q for the fiscal period ended July 26, 2009. Copies of reports filed with the SEC are posted on our website and are available from NVIDIA without charge. These forward-looking statements are not guarantees of future performance and speak only as of the date hereof, and, except as required by law, NVIDIA disclaims any obligation to update these forward-looking statements to reflect future events or circumstances.

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